



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council
Wednesday, February 5, 2020
Coeur d'Alene Resort, Boardroom 5
115 S. 2nd Street
Coeur d'Alene, Idaho

Time	Topic	Lead	Notes
9:00 a.m.	Call to Order Welcome and Introductions Introduce New ITC Member, Kayoko Magnus Vote Council Chair Vote Council Vice Chair Approve October Minutes	Rick Shaffer, Vice Chair	Action Item Action Item Action Item
9:10 a.m.	Commerce Updates	Diane Norton	
9:15 a.m.	International Marketing: Great American West	Mathias Jung	
9:45 a.m.	Tourism Updates	Diane Norton	
10:00 a.m.	Grant program Administrative Cost Threshold Research Suggested Changes to Application Scope of Work Changes	Ewa Szewczyk Ewa Szewczyk	Action Item
10:45 a.m.	Agency updates Marketing: Madden Media Public Relations: Red Sky	Diane Norton Dan Janes Jessica Flynn	
11:45 a.m.	Future Meetings March Tourism Tour Dates ITC March Regional Recap in Boise ITC May Meeting in Boise	Diane Norton	
11:55 a.m.	Public Comments/Questions		
12:00 p.m.	Meeting Adjourn	Rick Shaffer, Chair	Action Item

Idaho Travel Council
 Thursday, February 6, 2020
 Coeur d'Alene Resort – Hagadone Event Center
 900 S. Floating Green Drive
 Coeur d'Alene, Idaho

Time	Topic	Lead	Notes
9:00 a.m.	Call to Order	Rick Shaffer, Chair	
9:05 a.m.	Follow-up Discussion and vote Department Recommendation on Administrative Expenses Threshold	Ewa Szewczyk	Action Item
9:15 a.m.	ITC Strategic Plan Discussion	Matt Borud Abbey Louie, Mintify	
10:45 a.m.	Break		
11:00 a.m.	Resume ITC Strategic Plan Discussion	Abbey Louie	
12:15 p.m.	Working Lunch		
	Scope of Work Changes	Ewa Szewczyk	Action Item
2:30 p.m.	Discuss Potentially Immediate Strategic Plan Implementation Items	Ewa Szewczyk	Action Item
2:45 p.m.	ITC Strategic Plan Concluding Remarks	Abbey Louis	
3:00 p.m.	Meeting Adjourn	Rick Shaffer, Chair	Action Item